

# Applying sustainability principles in the real-world:

A case study of full-circle learning between college students and small businesses

**Lora Winslow & Ethel Wilkerson**

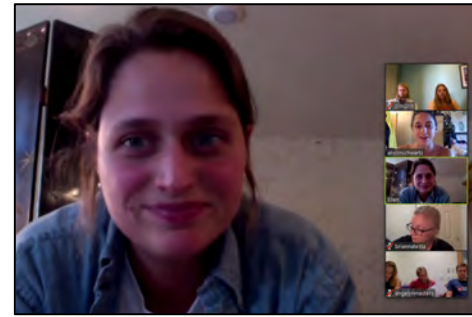
*Manomet Sustainable Economies Program*




U360

# U360

Training students,  
Engaging small businesses,  
Building a sustainable economy



# U360 Curriculum

- 
- **Phase 1:** Sustainability Principles & Skills Trainings
  - **Phase 2:** Small Business Engagement
  - **Phase 3:** Sustainability Analysis
  - **Phase 4:** The Capstone Event

# High-impact internship

1. Rigorous
2. Build substantive relationships
3. Engage across differences
4. Apply & test learning
5. Rich feedback given
6. Reflect on the people they're becoming



# Why U360?

- **Train** the future system managers
- **Reach** small businesses through students
- **Reduce** impact from small businesses



# Total U360 Students To Date

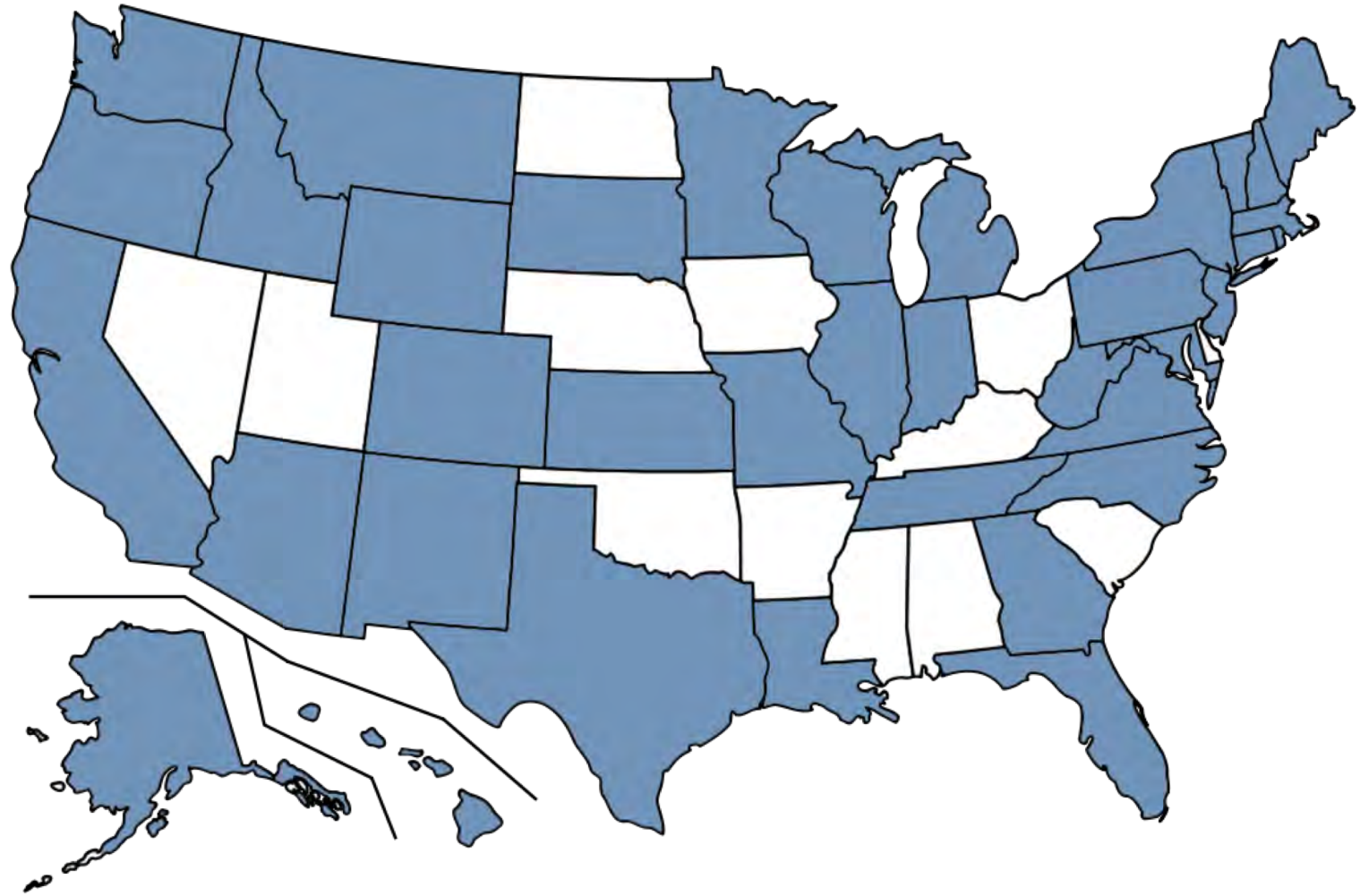
**57** students from

**8** New England universities

*University of Southern Maine, University of  
New England, University of Maine,  
St. Joseph's College, College of the Atlantic,  
University of Vermont, University of New  
Hampshire, Suffolk University*



# Total U360 Businesses To Date



**445** businesses from **37** different states

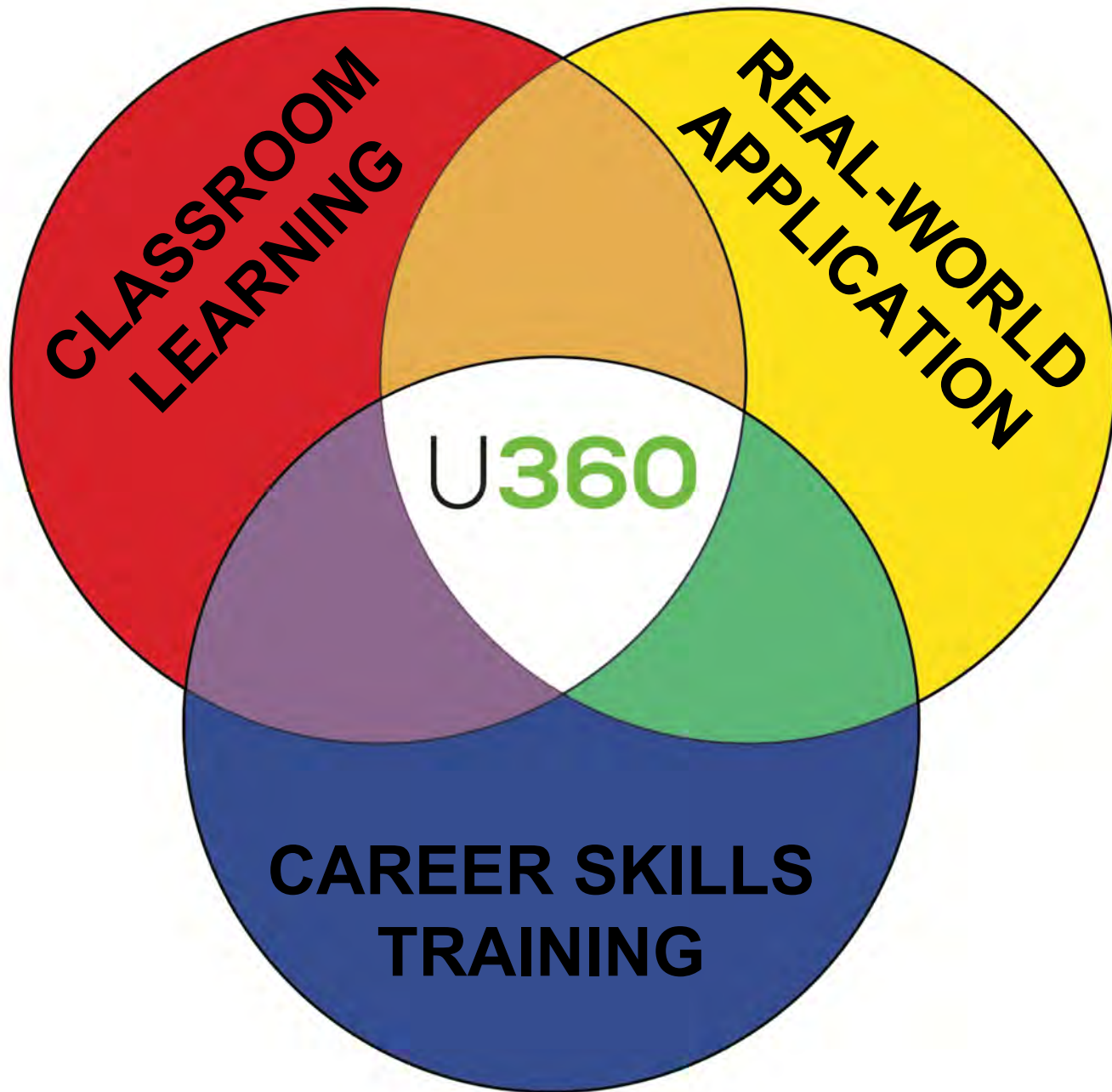




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**CLASSROOM  
LEARNING**

**REAL-WORLD  
APPLICATION**

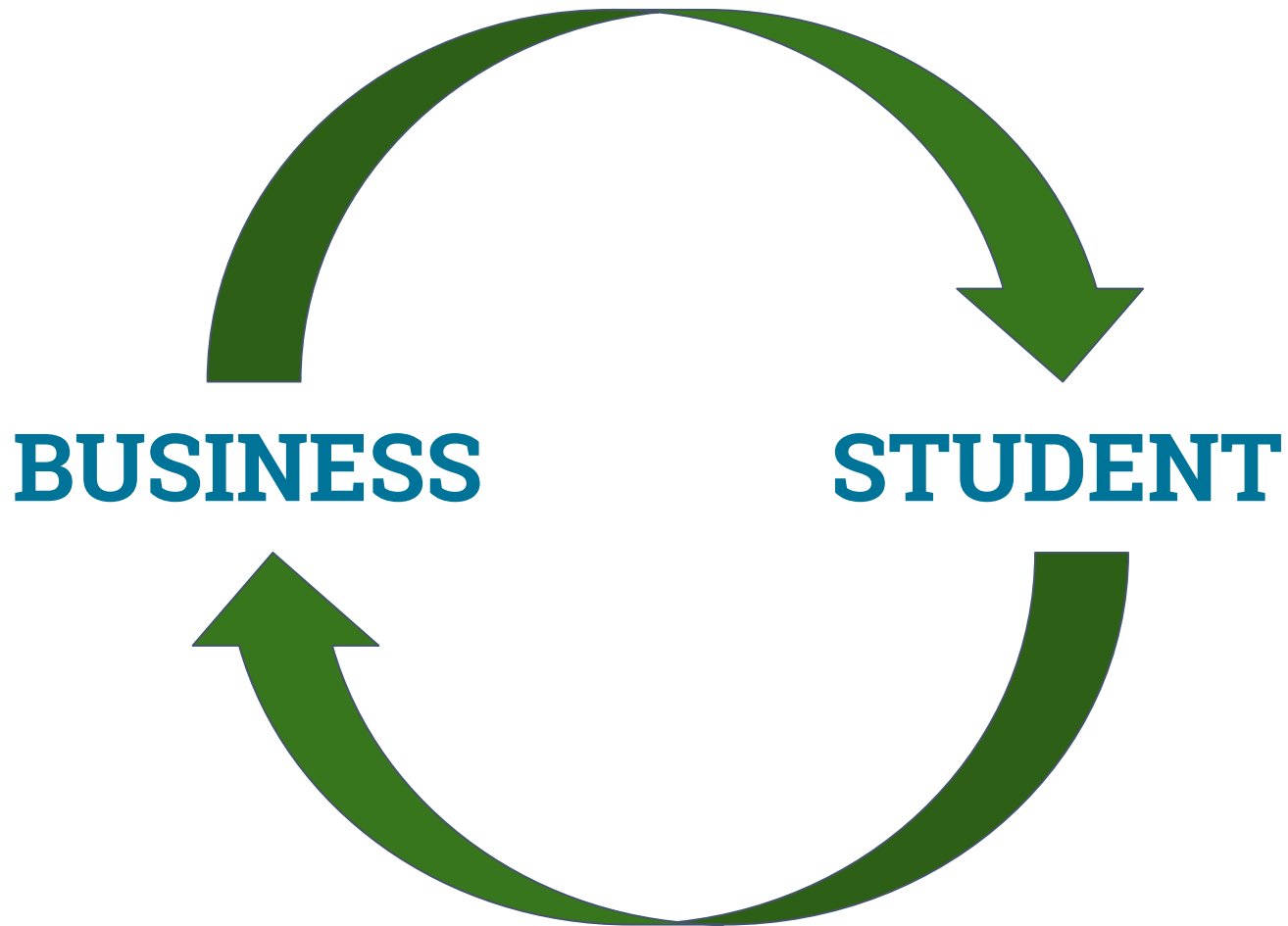
**U360**

**CAREER SKILLS  
TRAINING**

# **Our Approach:** Full Circle Learning



# **Our Approach:** Full Circle Learning



# Student Learning from Business: A Story

“Whether it is the environmental, social, or governance practices, I have such as better understanding of what goes into running a business because I was able to learn about it first hand by the business owners. I also felt a sense of pride when the business acknowledges that the interview is helping them consider sustainable practices that they have never thought of before.”

- Leah Soloway, Junior, University of New England



# Business Learning from Student:

## Testimonials

“I was surprised by how little concern and attention I have given to sustainability and hope to make some major improvements as soon as possible.”



“By asking the right questions, this group of bright, eager and unassuming students helped me productively reflect on some of the most important issues facing my business.”

# **Student Outcomes:** Career Skills Development

100% reported  
improvement in  
professional  
communication  
skills

97% reported  
improvement  
in interview  
and public  
presentation  
skills

*Results from students' post-program survey. (100% reporting)*

# **Student Outcomes:** Increased Knowledge

**100% of students** report an increase in knowledge of...

What  
businesses  
can do to take  
action on  
climate  
change

Sustainable  
business and  
small business  
management

*Results from students' post-program survey. (100% reporting)*



# Small Business Outcomes

Nearly 80% of small businesses found the U360 assessment valuable

More than 40% of small businesses say they're likely to make changes after taking the U360 assessment

*Results from an anonymous survey of U360 business participants.*

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# Questions?

